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*To prevent and treat disease and disability; to promote healthy lifestyles; and to protect and promote the health and quality of our environment.*

## **FOR IMMEDIATE RELEASE**

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### **FedEx and SAFEKIDS launch National Walk Your Child to School Day October 2, 2001**

**On Tuesday October 2, 2001  
Ridgewood Elementary**

will be participating in SAFEKIDS *Walk This Way*. FedEx and Treasure Valley SAFEKIDS are encouraging parents to teach children about pedestrian safety and become aware of difficulties and dangers children face on their trip each day.

Walk Our Children to School Day promotes:

- Physical activity through the easiest-to-do exercise
- Safety by teaching children safe walking skills and how to identify safe routes to school
- Awareness of how walkable a community is and where improvements can be made
- Concern for the environment
- Sharing time with community leaders, parents and children
- Reducing traffic congestion, pollution, and speed near schools
- A chance to encourage parent/child communication

In 1998, 726 children ages 14 and under died from pedestrian injuries.

Practical, skills-based pedestrian safety training efforts have demonstrated improvements in children's' traffic behavior.

The Partnership for a Walkable America is a national alliance of public and private organizations that are committed to making walking safer, easier and more enjoyable. The goals of the Partnership are promoting the health benefits of walking, making walking accessible and improving safety.

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